



Media information

Welcome to Hotel Sacher Salzburg!

Hotel Sacher Salzburg was built in the 1860s by Carl Freiherr von Schwarz in the founding epoch architecture style and opened in 1866 under the name "Österreichischer Hof". Even back then, the hotel was something very special: It was – and still is – the only historical grand hotel in Salzburg. Today, it is one of the last few remaining family-owned five-star superior hotels and managed by the Gürtler and Winkler family. The hotel's location is unique – it's situated right in the heart of the city of Salzburg, directly on the banks of the Salzach river, with fantastic views over Salzburg Cathedral and the Hohensalzburg fortress. Visit Mozart's birthplace or Salzburg Festival and experience first-class comfort, hospitality and culture in the heart of the city. Unique Sacher moments guaranteed!

Hotel Sacher's 110 rooms and suites – from deluxe rooms to the Presidential Suite – benefit from the personal touch of co-owner Alexandra Winkler, who designed each room individually in collaboration with top French designer Pierre-Yves Rochon. The unmistakable Sacher Salzburg style is palpable in every room: the elegance of a five-star superior hotel has been skillfully combined with a down-to-earth quality that's indigenous to the city. Careful attention was paid to mixing the traditional with the modern: The highest quality materials, finest fabrics and noble interiors have been expertly combined with the latest technical equipment to ensure that guests experience the highest level of comfort, alongside amenities that are in keeping with the times – including in the area of digitization. With its own AI chatbot on the website as well as a dedicated WhatsApp channel, Sacher supports its guests at any time, quickly and conveniently, with table reservations, room service orders, or the booking of spa treatments.



The international cuisine and local specialties served at Hotel Sacher Salzburg are popular with tourists and locals alike. In the gourmet restaurant Zirbelzimmer, guests enjoy the award-winning cuisine of chef Michael Gahleitner; the Sacher Grill offers a perfect opportunity for a cozy get-together over lunch or dinner while Café Sacher Salzburg serves light meals and the Original Sacher-Torte.

About Sacher Hotels

Luxury, magical moments and culinary delight: With its two hotels in Vienna and Salzburg, the Alpine Resort Sacher Seefeld-Tyrol, coffee houses in Vienna, Salzburg, Parndorf and Trieste, and of course, the Original Sacher-Torte, Sacher is one of the world's best-known family-run businesses. In 1832, Franz Sacher created the Original Sacher-Torte thus initiating a piece of Austrian cultural history. Today, benefiting from the loving care of the Winkler and Gürtler families, every day the Sacher hotels delight their guests from all over the world and are part of the "Leading Hotels of the World" group. Refined family tradition combined with constant careful modernization make for unique Sacher experiences.